

claim 1 does not involve a paper substrate, and does not require that the coating be pressed between the two outer layers. Instead, the claimed process requires application of a curable coating to the master, curing the coating, and then removing the master, so that only a holographic sheet remains. While the sheet may be applied to a paper or any substrate by way of an optional, additional adhesive layer, the claimed process does not employ a paper substrate as an integral part of the process. In view of the amendment to the transitional phrase, claim 1 would specifically exclude such a step involving a paper substrate. Delaney does not teach a process which does not rely on a paper substrate, and so can not anticipate claims 1-5 and 8. Furthermore, as applicant's process is fundamentally different from that of Delaney as explained above, then the reference can not render the claims obvious.

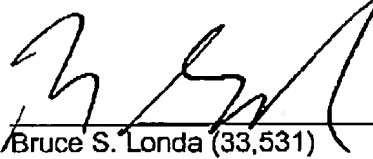
Claims 1-7 are rejected as being obvious in view of Hannah. Claim 1 as amended now requires:

"providing a sheet consisting of one or more layers on one side of the embossed support foil, each of said layers being provided by a method selected from the group consisting of extruding, coating or casting said one or more layers, so that corresponding holographic structures are imparted to said sheet"

This novel step allows for the forming of the sheet and the producing of the hologram in a single step. The examiner suggests that the means of forming the hologram on the sheet is obvious. However, Hannan requires that a solid sheet be formed in advance, placed on a roller, and then embossed. This adds complexity, cost and time to the process. Further, the apparatus required is more involved, as it must include additional guide rollers, etc. There is no suggestion in Hannan to distill the formation into a single step, and any conclusion to the contrary can only be reached with improper hindsight. Therefore, claims 1-7 are not obvious in view of Hannan.

Wherefore, allowance of all pending claims is earnestly solicited.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'B. S. Londa', is written over a horizontal line.

Bruce S. Londa (33,531)
Attorney for Applicant
Norris McLaughlin & Marcus P.C.
220 East 42nd Street, 30th Floor
New York, N.Y. 10017
Telephone: (212)808-0700
Facsimile: (212)808-0844

1. (twice amended) Process for producing a sheet bearing a hologram, ~~comprising~~ consisting essentially of the steps of, in order:
 - embossing a support foil on one side by means of an embossing tool having holographic structures,
 - providing a sheet consisting of one or more layers on one side of the embossed support foil, each of said layers being provided by a method selected from the group consisting of extruding, coating or casting said one or more layers, so that corresponding holographic structures are imparted to said sheet,
 - optionally, providing on the sheet one or more adhesive layers, said one or more adhesive layers optionally having a release paper arranged thereon, and
 - removing the support foil,
 - whereby at least one hologram based on said corresponding holographic structure is produced on the sheet.